

ORDER

KSNV

Orders
Order / Rev: 106494 /
Alt Order #: 06851227
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 373
Flight Dates: 09/12/12 - 09/18/12
Original Date / Rev: 09/11/12 / 09/11/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney for President
Demographic: A35+
Product Codes: PLC02-Republican
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	111	\$54,260.00	\$46,121.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	111	\$54,260.00	\$46,121.00	0.00
Totals	111	\$54,260.00	\$46,121.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	25%	\$54,260.00
Market	100%	\$217,040.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$60,771.20
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	26%	\$56,430.40
KTUD	0%	\$0.00
KVVU	21%	\$45,578.40
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/18/12	M-F 6-7a WakeUp w/Wa@M	6-7a		MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				M-F 6-7a WakeUp w/Wagners											
WAKE W/WAGNER 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----			2			\$450.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/18/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
WAKE W/WAGNER 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$450.00		0.00			
E 2	KSNV	09/12/12	09/14/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
WAKE W/WAGNER 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
E 3	KSNV	09/17/12	09/18/12	Today Show Today Show	CM	658a-9am	MT-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$550.00		0.00			
E 4	KSNV	09/12/12	09/14/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002		0.00	NM	3	\$1,650.00
TODAY 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$550.00		0.00			
E 5	KSNV	09/17/12	09/18/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY 2 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$200.00		0.00			
E 6	KSNV	09/17/12	09/18/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY 3 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$200.00		0.00			
E 7	KSNV	09/12/12	09/14/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY 3 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$200.00		0.00			
E 8	KSNV	09/17/12	09/18/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
RACHEL 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$200.00		0.00			
E 9	KSNV	09/12/12	09/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
RACHEL 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$200.00		0.00			
E 10	KSNV	09/17/12	09/18/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NOON NEWS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$275.00		0.00			
E 11	KSNV	09/12/12	09/14/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NOON NEWS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$275.00		0.00			
E 12	KSNV	09/17/12	09/18/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$275.00		0.00			
E 13	KSNV	09/12/12	09/14/12		CM	1258p-2pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

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				Days of our Lives											
				Days of our Lives											
DAYS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$275.00		0.00			
E 14	KSNV	09/17/12	09/18/12	The Doctors	CM	2pm-3pm	MT-----	:30	2	\$175.002		0.00	NM	2	\$350.00
				The Doctors											
DRS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$175.00		0.00			
E 15	KSNV	09/12/12	09/14/12	The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.002		0.00	NM	3	\$525.00
				The Doctors											
DRS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$175.00		0.00			
E 16	KSNV	09/17/12	09/18/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
				Dr Phil											
DR PHIL 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$300.00		0.00			
E 17	KSNV	09/12/12	09/14/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
				Dr Phil											
DR PHIL 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$300.00		0.00			
E 18	KSNV	09/17/12	09/18/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$350.002		0.00	NM	2	\$700.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS 430 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$350.00		0.00			
E 19	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$350.002		0.00	NM	3	\$1,050.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS 430 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$350.00		0.00			
E 20	KSNV	09/17/12	09/18/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$450.00		0.00			
E 21	KSNV	09/12/12	09/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
E 22	KSNV	09/17/12	09/18/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$725.002		0.00	NM	4	\$2,900.00
				M-F Early News											
NEWS 5 2/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$725.00		0.00			
E 23	KSNV	09/12/12	09/14/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$725.002		0.00	NM	6	\$4,350.00
				M-F Early News											
NEWS 5 2/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$725.00		0.00			
E 24	KSNV	09/17/12	09/18/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	4	\$725.002		0.00	NM	4	\$2,900.00
				M-F Jeopardy											
JEOPARDY 2/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$725.00		0.00			
E 25	KSNV	09/12/12	09/14/12		CM	630-7pm	--WTF--	:30	6	\$725.002		0.00	NM	6	\$4,350.00

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				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY 2/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---WTF--					6	\$725.00		0.00			
E 26	KSNV	09/17/12	09/18/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$725.002		0.00	NM	2	\$1,450.00
				M-F Wheel of Fortune											
				WHEEL 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$725.00		0.00			
E 27	KSNV	09/12/12	09/14/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$725.002		0.00	NM	3	\$2,175.00
				M-F Wheel of Fortune											
				WHEEL 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$725.00		0.00			
E 28	KSNV	09/17/12	09/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$750.002		0.00	NM	4	\$3,000.00
				M-F News 3 at Eleven											
				NEWS 2/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					4	\$750.00		0.00			
E 29	KSNV	09/12/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$750.002		0.00	NM	6	\$4,500.00
				M-F News 3 at Eleven											
				NEWS 2/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$750.00		0.00			
E 30	KSNV	09/17/12	09/18/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.002		0.00	NM	2	\$500.00
				Tonight Show											
				TONIGHT 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MT-----					2	\$250.00		0.00			
E 31	KSNV	09/12/12	09/14/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002		0.00	NM	3	\$750.00
				Tonight Show											
				TONIGHT 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$250.00		0.00			
E 32	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$200.002		0.00	NM	2	\$400.00
				News 3 Sunrise SATURDAY											
				NEWS SUNRISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$200.00		0.00			
E 33	KSNV	09/15/12	09/15/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$325.002		0.00	NM	2	\$650.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$325.00		0.00			
E 34	KSNV	09/15/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	3	\$350.002		0.00	NM	3	\$1,050.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					3	\$350.00		0.00			
E 35	KSNV	09/15/12	09/15/12	Wknd Jeopardy	CM	630-7pm	-----S-	:30	1	\$350.002		0.00	NM	1	\$350.00
				SAT/Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
E 36	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$750.002		0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
				NEWS 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$750.00		0.00			
E 37	KSNV	09/15/12	09/15/12		CM	5:00-6:00am	-----S-	:30	1	\$1,250.002		0.00	NM	1	\$1,250.00

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				Nevada Newsmakers - Ch											
				Nevada Newsmakers - Ch.3		(5:00 AM-5:30 AM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1			\$1,250.00			0.00			
E 38	KSNV	09/15/12	09/15/12	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$1,250.00	2	0.00	NM	1	\$1,250.00
				Nevada Newsmakers - Ch.3		(5:30 AM-6:00 AM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-		1			\$1,250.00			0.00			
E 39	KSNV	09/16/12	09/16/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$185.00	2	0.00	NM	1	\$185.00
				News 3 Sunrise SUNDAY											
NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$185.00			0.00			
E 40	KSNV	09/16/12	09/16/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$325.00			0.00			
E 41	KSNV	09/16/12	09/16/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
				Meet the Press											
MEET PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$1,900.00			0.00			
E 42	KSNV	09/16/12	09/16/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$250.00			0.00			
E 43	KSNV	09/16/12	09/16/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				Chris Matthews SUN 9:30am											
CHRIS MATTHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1			\$250.00			0.00			
E 44	KSNV	09/16/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
				Sa-Su News 3 at Eleven											
NEWS 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		2			\$750.00			0.00			
													Totals	111	\$54,260.00